

**Arizona Department of
Health Services (ADHS) /
Arizona Nutrition Network (AzNN)**

2015 Target Population Research Report



**Report Prepared for:
Arizona Department of Health Services / AzNN**
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I. Background & Methodology

Background

As ADHS' Bureau of Nutrition and Physical Activity continues to attract eligible households to the SNAP program, it is critical that messaging regarding the program be relevant to the target audience. This requires a deeper understanding of the food shopping and preparation habits as well as the physical activity levels of this population. In addition, awareness and use of available assistance programs and their experiences with these programs is important as ADHS continues to fine-tune their outreach efforts.

Respondent Qualifications

- SNAP eligible women (185% of federal poverty guidelines)
- Must have at least one child 2-11 years of age
- Between 18 and 49 years of age
- Mix of ethnicities
- Mix of experience with various assistance programs

Study Objectives

The overall objective of this research was to gain a deeper understanding of SNAP-eligible households. Specific study objectives included obtaining information in the following areas:

- Frequency of eating meals at home, at fast food and other restaurants.
- Consumption of specific foods, expressed as servings per day.
- Grocery shopping preferences and behavior.
- Participation in physical activity.
- Participation in assistance programs such as WIC, SNAP, CSFP, Summer Food Program, School Lunch/School Breakfast, and FDPIR (Food Distribution Program on Indian Reservations).
- Reasons for not participating in SNAP and / or WIC.

Methodology

Intercept interviews were conducted with 1196 women. Interviews were conducted at a wide variety of locations (e.g., DES offices, farmers markets, swap meets, community centers, county health centers, grocery stores) in four key markets: Phoenix, Tucson, Flagstaff, Yuma, as well as several outlying areas (e.g., Prescott, Prescott Valley, Cottonwood, Casa Grande, Coolidge). Participants had the option of completing the interview in English or Spanish. Each was given a \$10 gift card as a "thank you." All interviews were conducted between April 8 and May 31, 2015. The average interview length was 15 minutes.

Throughout this report results are compared to the previous benchmark study conducted between September 8 and November 12, 2012.

Respondent Profile

	Total n=1196	Phoenix n=301 (A)	Tucson n=304 (B)	N. AZ n=193 (C)	Yuma n=198 (D)	Other n=200 (E)
Age						
18 – 25	24%	22%	18%	24%	39% ^{ABCE}	23%
26 – 35	43%	35%	46% ^A	45% ^A	42%	50% ^A
36 – 45	27%	33% ^{DE}	29% ^D	29% ^D	15%	22%
46 – 49	7%	10% ^{CDE}	7%	3%	4%	5%
Race/Ethnicity						
Caucasian/White ¹	27%	16%	20%	29% ^{AB}	26% ^A	53% ^{ABCD}
Native American	9%	5% ^D	5% ^D	32% ^{ABDE}	2%	3%
African American	7%	16% ^{BCDE}	3%	3%	5%	5%
Asian	1%	1%	1%	1%	1%	1%
Multi-Racial/Other	54%	60% ^{CE}	70% ^{ACDE}	32%	61% ^{CE}	38%
Refused	3%	2%	1%	4%	7% ^{ABE}	2%
Hispanic	66%	71% ^{CE}	79% ^{ACE}	38%	83% ^{ACE}	46%
Non-Hispanic/Refused	34%	29% ^{BD}	21%	62% ^{ABD}	17%	55% ^{ABD}
Education						
8th Grade or less	14%	19% ^{CD}	15% ^D	10%	8%	13%
Some High School	16%	18%	17%	14%	14%	16%
GED/HS Grad	30%	29%	38% ^{CE}	24%	29%	26%
Some College+	40%	33%	30%	51% ^{AB}	50% ^{AB}	45% ^{AB}
# in HH:						
2	5%	7% ^B	2%	7% ^B	6%	4%
3	19%	16%	17%	21%	25% ^{AB}	20%
4	26%	25%	28%	24%	21%	29%
5	24%	24%	23%	25%	22%	23%
6+	26%	27%	30% ^C	22%	26%	25%
Primary HH language:						
English	51%	46%	41%	65% ^{ABD}	43%	69% ^{ABD}
Spanish	29%	37% ^{CDE}	32% ^{CE}	22%	28%	22%
Both	18%	16% ^{CE}	26% ^{A^{CE}}	5%	29% ^{ACE}	9%

ABCDE Significantly higher than other group

¹ Hispanic participants who answered "don't know" and those who refused to answer the question regarding race were included in the "Caucasian/White" segment.

*Percentages may add to more than 100% due to rounding

II. Executive Summary

Summary of Key Measures

Nutrition	2015 n=1196	2012 n=830	Increase / Decrease
Median servings of fruits	2.0	1.3	▲
Median servings of vegetables	3.3	1.9	▲
% who eat at least 2 servings of fruit (includes fruit and fruit juice)	61%	34%	▲
% who eat at least 3 servings of vegetables	47%	18%	▲
% who eat at least 2 servings of fruits & 3 servings of vegetables	37%	11%	▲
% who eat half of their total grains as whole grains	62%	59%	--
% of milk drinkers who drink non-fat or 1% milk	31%	25%	▲
Median sugar-sweetened beverages	.4	.7	▼

Physical Activity	2015	2012	Increase / Decrease
% who meet recommendations for aerobic activity			
Moderate	88%	69%	▲
Vigorous	48%	34%	▲
% who meet recommendations for strength	31%	NA	NA
% who meet recommendations for both	21%	NA	NA

Food Insecurity	2015	2012	Increase / Decrease
% who worried about running out of food (often or sometimes)	62%	NA	NA
% who experienced running out of food (often or sometimes)	51%	NA	NA

Grocery Shopping	2015	2012	Increase / Decrease
% who use a shopping list (always/often)	55%	64%	▼
% who use coupons (always/often)	22%	47%	▼

Weight Status	2015	2012	Increase / Decrease
% overweight	30%	42%	▼
% obese	42%	26%	▲

Awareness of AzNN Program Logos

- Of three program logos shown, **My Plate** was the most recognized, with three-fourths (74%) of women saying they had seen the logo before. Six in ten (62%) women had seen the Fruits & Veggies--More Matters logo, while four in ten women recognized the Champions for Change logo.

Family Meals

- The women interviewed reported eating a meal at home 13.6 times a week, averaging almost two meals a day at home. This is an increase over the 2012 figure of 8.3 times/week. The average number of times per week families eat together is 9.5 times/week, higher than in 2012 (7.7).

Experience with Food Insecurity

- Six in ten (62%) SNAP eligible women said that in the past 12 months they *often* or *sometimes* worried about running out of food before they got money to buy more. Half (51%) of the women said in the past 12 months the food they bought *often* or *sometimes* didn't last and they didn't have money to get more.

Nutrition / Diet

- The median servings of fruits (including juice) increased from **1.3 in 2012 to 2.0 in 2015**. While Hispanic women reported an increase in consumption of *fruit juice* (median of .4 in 2012 to 1.0 in 2015), Non-Hispanics reported an increase in consumption of *fruit* (.7 in 2012 to 1.0 in 2015). In addition, there was an **increase in those who eat at least two servings of fruit a day – 34% in 2012 compared to 61% in 2015**.
- Women also reported eating more vegetables compared to 2012. The median number of servings of vegetables and beans **increased from 1.9 to 3.3 servings per day**. Similarly, there was an **increase in women who reported eating at least three servings of vegetables per day – 18% to 47%**.
- Nine out of ten women (90%) reported consuming some form of dairy in the past week, with cheese being consumed by the largest percentage of women (88%). This was followed by milk (83%) and yogurt (65%). Study participants reported consuming a median of one glass of milk per day, comparable to 2012.
- Among women who drink milk, there was an **increase in the percentage of women drinking non-fat or 1% milk (from 25% to 31%)**.
- Fewer women reported drinking sugar-sweetened beverages in 2015 than in 2012 – 70% and 87%, respectively. The median amount consumed **also decreased from .7 to .4**, however, the average amount increased from .9 to 1.2.

- Approximately six in ten (62%) women maintain half of the grains they eat are **whole grains**. This is similar to the 59% reporting so in 2012.

Shopping Preferences

- The vast majority of the women interviewed purchase most of their fruits and vegetables, dairy, and meat/chicken/fish at traditional grocery stores (94%+).
- The most prevalent shopping behavior among the women interviewed was taking their children shopping with them (71%).
- Among health-related shopping behaviors, choosing foods with less added sugar was the health-related behavior practiced by the greatest percentage of women (54%). Four in ten women maintain they always/often read labels for nutrition facts (41%) or ingredient lists (40%).
- Compared with 2012, fewer women used a shopping list (64% vs. 55%), shopped several stores for the best price (59% vs. 42%), or used coupons (47% vs. 22%)

Assistance Programs Participation

- Among eligible women (those with children under 5), 64% have received WIC checks in the past 12 months, the same as in 2012. Six in ten (59%) reported receiving Food Stamps / SNAP in the past 12 months, declining from 69% in 2012. More than half said that someone in their household received free / reduced school lunch / breakfast (54%), slightly higher than 49% in 2012.
- One in five women used a food cooperative in the past 12 months (20%), increasing from just 4% last wave. Participation in the Summer Food Service Program declined dramatically, from 26% in 2012 to 7% this year.
- Among SNAP eligible respondents, four in ten (40%) non-participants said they didn't participate in the program because they weren't eligible, and an additional 13% said they didn't know if they were eligible or not.
- Among non-participating WIC eligible moms, one-third (35%) said they didn't participate because they didn't know if they were eligible, increasing from 22% in 2012. One in ten (12%) said they weren't eligible, about half the number who gave that reason in 2012 (23%).

Physical Activity

- Almost nine in ten women (**88%**) said they have participated in **moderate** activities for at least 10 minutes at a time in the past week. This is an **increase from 69% in 2012**. Almost **half (48%)** reported participating in **vigorous activities** during that same period, **increasing from 34% in 2012**.

- Two-thirds of women (69%) reported doing 45 or more minutes of vigorous activity or 145 or more minutes of moderate activity, classifying them as *very active* or *active*. Compared to 2012, there was an increase in the *very active* group, which now represents almost half of all women interviewed (48%, up from 33% in 2012).
- One in ten reported no physical activity in the past week, declining from 27% in 2012.
- Almost **one-third (31%) of the women said they participated in muscle-strengthening activities** or exercises in the past week.

Two in ten (**21%**) women interviewed met both aerobic and strength activity recommendations.

Weight Status

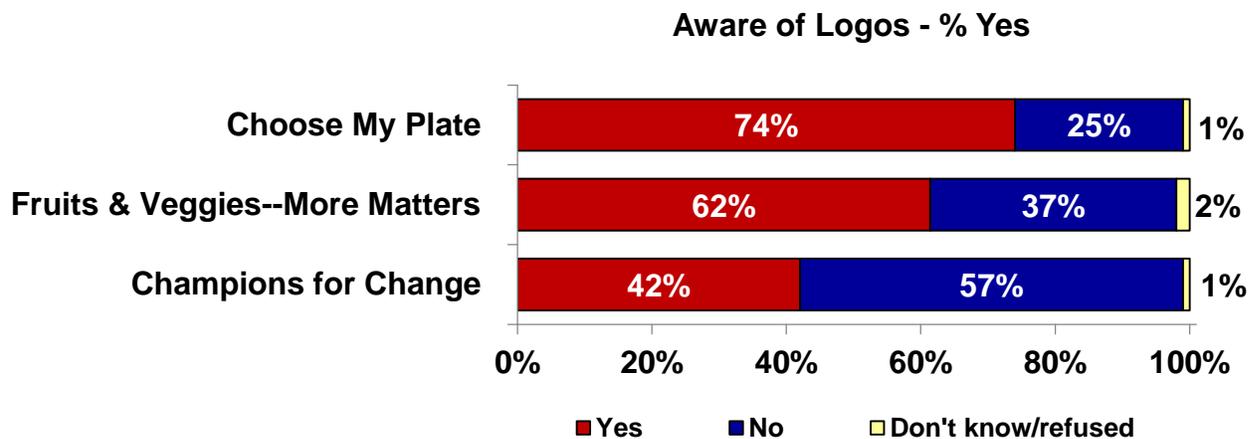
- Among study participants who provided height and weight information, one in four (26%) is considered *normal weight*, **30% are considered overweight**, and **42% are considered obese**. Compared to 2012, there are fewer overweight women, and more obese women.

III. Summary of Findings

A. Awareness of AzNN Program Logos

Respondents were shown pictures of three program logos. Choose My Plate was the most recognized picture, with three-fourths of the women (74%) saying they had seen the picture. Six in ten (62%) women had seen the Fruits & Veggies--More Matters picture before, while just four in ten (42%) women recognized the Champions for Change logo.

While there were differences in recognition by location, there was no clear pattern. Champion for Change had higher recognition among Hispanic women than non-Hispanic women.



Base: n=1196

Q21: Have you seen each of the following pictures before?

Pictures of the logos shown are in the Appendix

Demographic Differences:

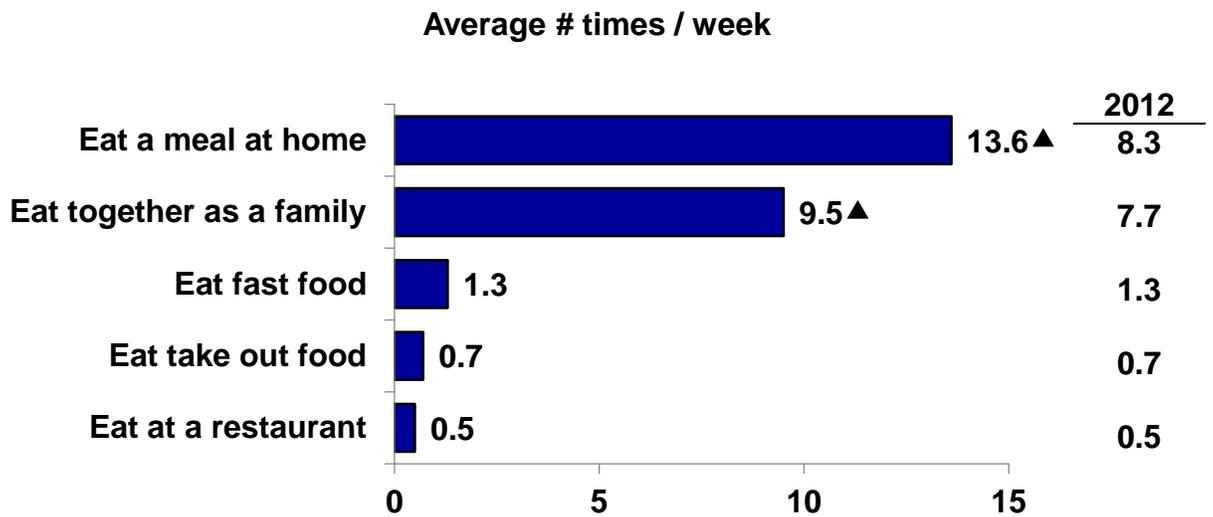
Have seen	Phoenix n=301 (A)	Tucson n=304 (B)	N. AZ n=193 (C)	Yuma n=198 (D)	Other n=200 (E)	Hispanic n=784 (F)	Non- Hispanic n=402 (G)	English- Primary n=609 (H)	Spanish- Primary n=349 (I)
Choose My Plate	78% ^E	72%	80% ^{BE}	76% ^E	65%	76%	72%	72%	77%
Fruits & Veggies-- More Matters	54%	60%	66% ^A	69% ^{AB}	65% ^A	61%	62%	65% ^I	54%
Champions for Change	45% ^E	49% ^{CDE}	38%	39%	32%	45% ^G	36%	38%	46% ^H

ABCDE Significantly higher than other group

B. Family Meals

The women interviewed reported eating a meal at home 13.6 times a week, averaging almost two meals a day at home. This is an increase over the 2012 figure of 8.3 times/week. The average number of times per week families eat together is 9.5 times/week, higher than in 2012 (7.7).

Women in Yuma and Other areas had a higher level of eating a meal at home than Phoenix and N. AZ women. There were no differences between Hispanic/non-Hispanic women, or between those who speak primarily English/primarily Spanish for their frequency of eating a meal at home or eating together as a family.



Base: 2015 n=1196, 2012 n=830 ▲/▼ Significantly higher/lower than previous wave

Q1-5: *In the past few weeks, how many times did your family . . .*

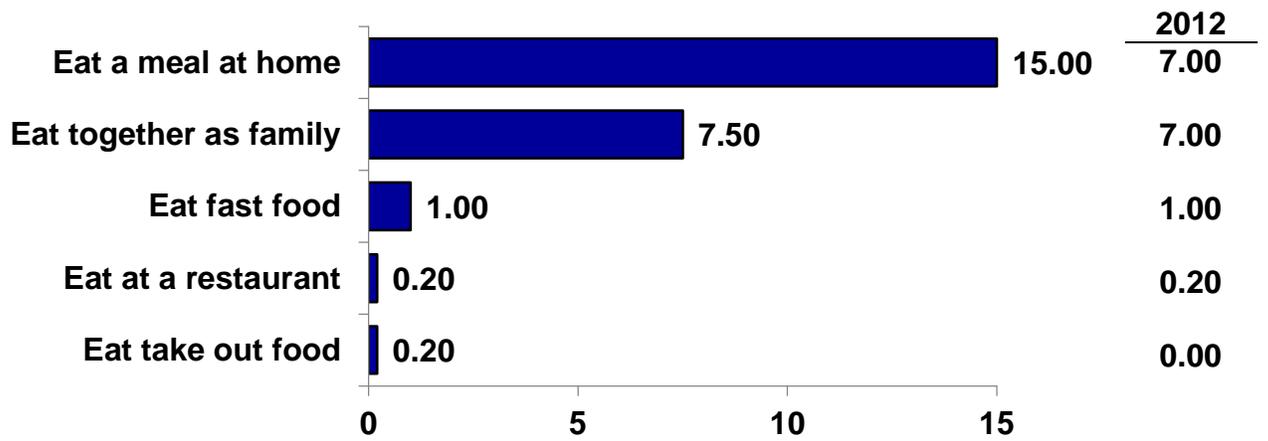
Slight wording change in 2015. In 2012, question asked about 'past week'.

Demographic Differences:

Average # times/week:	Phoenix n=301 (A)	Tucson n=304 (B)	N. AZ n=193 (C)	Yuma n=198 (D)	Other n=200 (E)	Hispanic n=784 (F)	Non- Hispanic n=402 (G)	English- Primary n=609 (H)	Spanish- Primary n=349 (I)
Eat a meal at home	12.6	13.5	12.9	14.8 ^{AC}	14.8 ^{AC}	13.4	14.0	13.6	13.4
Eat together as a family	8.7	9.9 ^A	9.3	10.8 ^{ACE}	9.3	9.5	9.6	9.3	9.5
Eat fast food	1.4 ^E	1.4 ^E	1.2	1.5 ^E	.9	1.4	1.2	1.2	1.3
Eat takeout food	.7	.7	.6	1.1 ^{ABCE}	.6	.8 ^G	.6	.6	.8 ^H
Eat at a restaurant	.6 ^E	.5 ^E	.7	.7 ^E	.3	.6	.4	.4	.6 ^H

ABCDE Significantly higher than other group

Median # times / week



n=1196

Q1-5: In the past few weeks, how many times did your family . . .

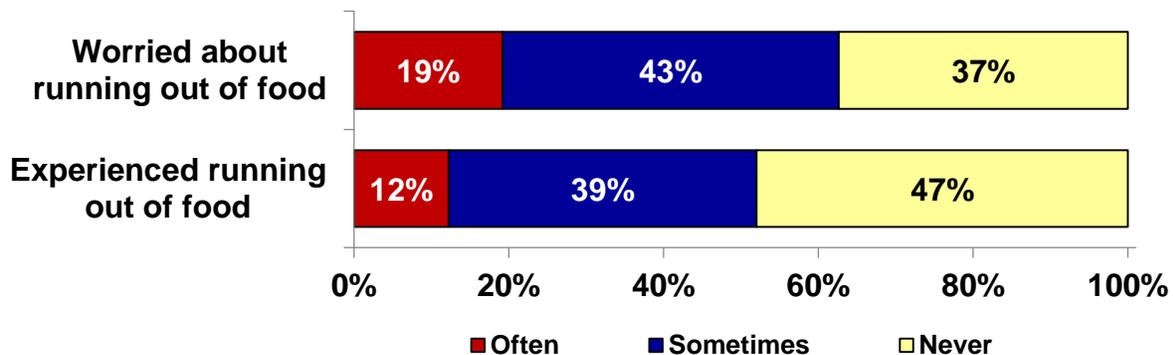
Slight wording change in 2015. In 2012, question asked about 'past week'.

C. Experience with Food Insecurity

Six in ten (62%) SNAP eligible women said that in the past 12 months they often (19%) or sometimes (43%) worried about running out of food before they got money to buy more. Half (51%) of the women said in the past 12 months the food they bought often or sometimes didn't last and they didn't have money to get more.

Women in Yuma were less likely to worry about running out of food than most other areas, or to actually run out of food. Not surprisingly, households participating in some type of food assistance program were twice as likely to worry about or experience running out of food as those not using food assistance programs.

In the past 12 months:



n=1196

Q43: Within the past 12 months we worried whether our food would run out before we got money to buy more.

Q44: Within the past 12 months the food we bought just didn't last and we didn't have money to get more.

Demographic Differences

In past 12 months, Often/sometimes:	Phoenix n=301 (A)	Tucson n=304 (B)	N. AZ n=193 (C)	Yuma n=198 (D)	Other n=200 (E)	Hispanic n=784 (F)	Non-Hispanic n=402 (G)	Food Assist. n=1044 (H)	No Food Assist. n=152 (I)
Worried about running out of food	64% ^D	64% ^D	61%	53%	65% ^D	62%	63%	66% ^I	33%
Experienced running out of food	53% ^D	53% ^D	52% ^D	42%	56% ^D	51%	53%	55% ^I	28%

ABCDE Significantly higher than other group

D. Nutrition/Diet

1. Fruits and Veggies Consumption

There was an increase in consumption of fruits and vegetables in all categories compared to 2012. In 2015, the median intake of fruits (whole and juice) was 2.0, up from a median of 1.3 in 2012. In addition, women reported eating 3.3 servings of vegetables per day in 2015, up from 1.9 servings in 2012.

Hispanic women reported eating more servings/day than non-Hispanics did for all but one fruit and vegetable category measured.

# Servings	2015		2012	
	Average/ day	Median/ day	Average/ day	Median/ day
100% pure fruit juice	1.3▲	.6▲	.7	.4
Fruit (fresh, frozen, or canned)	1.6▲	1.0▲	.9	.8
Total servings of fruit (whole & juice)	2.9▲	2.0▲	1.6	1.3
Beans (cooked or canned)	.7▲	.4▲	.5	.3
Dark green leafy vegetables	1.0▲	.9▲	.6	.4
Other dark green vegetables	.9▲	.5▲	.4	.3
Orange or red colored vegetables	.9▲	.5▲	.5	.4
Other vegetables	.9▲	.6▲	.4	.3
Total servings of vegetables (vegetables & beans)	4.4▲	3.3▲	2.4	1.9

Q25-31: Thinking about fruits and vegetables that you ate in the past week, how many servings did you eat or drink of . . .

Fruit juice: 2012 serving is $\frac{3}{4}$ cup/6 ounces. 2015: $\frac{1}{2}$ cup/4 ounces

▲/▼ Significantly higher/lower than previous wave

Demographic Differences:

Median/day:	Hispanic n=784 (A)	Non- Hispanic n=402 (B)	Spanish- Primary n=349 (C)	English- Primary n=609 (D)
100% pure fruit juice	1.0 ^B	.3	1.0 ^D	.4
Fruit	1.0	1.0	1.0	1.0
Total servings of fruit (whole & juice)	2.0	2.0	2.0	2.0
Beans	.4 ^B	.3	.6 ^D	.3
Dark green leafy vegetables	1.0 ^B	.6	1.0 ^D	.6
Other dark green vegetables	.6 ^B	.4	1.0 ^D	.4
Orange or red colored vegetables	.7 ^B	.4	1.0 ^D	.4
Other vegetables	.9 ^B	.4	1.0 ^D	.5
Total servings of vegetables	3.7^B	2.7	NA	NA

ABCDE Significantly higher than other group

2. Grains Consumption

Bread and tortillas had the highest consumption among grains, with average servings/day of 1.2/1.3, respectively. This is higher than the consumption reported in 2012. Cereal and rice consumption was at much lower levels than bread or tortillas, and similar to 2012 findings.

When comparing the percentage of each item that is whole grain, cereal and bread top the list (81% and 75%, respectively). With the exception of pasta, the percentage of whole grains eaten increased for each category over 2012.

# Servings	2015			2012		
	Average/ day	(Mean %)	Median/ day	Average/ day	(Mean %)	Median/ day
Bread (% whole grain)	1.2▲	75%▲	.9▲	.7	61%	.4
Cereal (% whole grain)	.7	81%▲	.4▼	.6	64%	.6
Rice (% brown rice)	.5	22%▲	.3	.4	15%	.3
Tortillas (% whole grain)	1.3▲	66%▲	.4	.7	53%	.4
Pasta (% whole grain)	.4▲	27%	.1▼	.3	27%	.3

Q32-36: Now I'd like to ask you about the grains that you ate in the past week, like bread, cereal, tortillas, rice, and pasta. How many servings did you eat of . . .

▲/▼ Significantly higher/lower than previous wave

Demographic Differences

Median/day:	Hispanic n=784 (A)	Non-Hispanic n=402 (B)	Spanish- Primary n=349 (C)	English- Primary n=609 (D)
Bread	1.0	.9	1.0	.9
(avg. % whole grain)	76%	74%	74%	74%
Cereal	.4	.3	.6 ^D	.3
(avg. % whole grain)	82%	79%	81%	80%
Rice	.3	.3	.4	.3
(avg. % brown rice)	20%	25%	19%	23%
Tortillas	1.0 ^B	.3	2.0 ^D	.3
(avg. % whole grain)	73% ^B	49%	84% ^C	51%
Pasta	.1	.3	.3	.3
(avg. % whole grain)	25%	30%	20%	30% ^I

ABCDE Significantly higher than other group

	% of Servings from Whole Grain				Total
	0%	>0% - <50%	≥50% - <100%	100%	
	N %	N %	N %	N %	
Bread	193 20%	17 2%	84 9%	689 70%	983
Cereal	93 12%	18 2%	102 13%	591 74%	804
Rice	683 72%	24 3%	83 9%	159 17%	949
Tortillas	207 23%	25 3%	170 19%	498 55%	900
Pasta	569 68%	13 2%	72 9%	183 22%	837

3. Dairy Consumption

Study participants reported consuming a median of one glass of milk per day, comparable to 2012. Consumption of cheese was slightly higher in 2015 than 2012 - .7 median servings per day, up from .4 reported in 2012. There was no change in median servings of yogurt between 2012 and 2015.

This year women reported that half the yogurt they ate was low fat (52%), and one-third (33%) of the cheese they ate was low fat. Both of these are higher levels of low fat than in 2012. Among women who drink milk, there was a decrease in the percentage of women drinking 2% milk (from 48% to 34%). Some of that shift was to more women drinking whole milk, more 1%/skim milk, and more 'other' kinds of milk.

# Servings	2015			2012		
	Average/day	(Mean %)	Median/day	Average/day	(Mean %)	Median/day
Cheese (% low fat)	1.3▲	33%▲	.7▲	.6	23%	.4
Yogurt (% low fat)	.5▲	52%▲	.3	.4	41%	.3
Milk	1.1		1.0	1.0		1.0
% whole milk		29%▲			24%	
% 2% milk		34%▼			48%	
% 1%/skim		31%▲			25%	
% soy milk		2%			2%	
% other kind of milk		5%		NA		

Q37-39 Now I'd like to ask you about dairy, such as cheese, yogurt, and milk. Thinking about the amount of dairy that servings did you eat of..

▲/▼ Significantly higher/lower than previous wave

Nine out of ten women (90%) reported consuming some form of dairy in the past week, with cheese being consumed by the largest portion (88%). This was followed by milk (83%) and yogurt (65%). More Hispanic women reported consuming dairy than non-Hispanic – 92% and 87%, respectively.

Nine of ten women (91%) who drink milk indicated they drink only one type of milk, with 2% milk being consumed by the greatest number of women (31%), closely followed by drinkers of 1%/skim milk (28%) and whole milk (26%).

	N %	Total Responses
Consumed any dairy products	1075 90%	1196
Cheese	1048 88%	1196
Yogurt	781 65%	1196
Milk	982 83%	1191
For those who drink milk:		
Always drinks whole milk	258 26%	983
Always drinks 2% milk	308 31%	983
Always drinks skim/low fat/1% milk	275 28%	983
Usually + always drinks skim/low fat/1% milk (> 50%)	322 33%	983
Always drinks soy milk	13 1%	983
Always drinks other kind of milk	44 5%	983
Drinks multiple types of milk	85 9%	983

Demographic Differences

Median/day:	Hispanic n=784 (A)	Non- Hispanic n=402 (B)	Spanish- Primary n=349 (C)	English- Primary n=609 (D)
Cheese	.6	.7	.6	.6
(% low fat)	35%	29%	31%	32%
Yogurt	.3 ^B	.1	.3 ^D	.1
(% low fat)	52%	52%	47%	53%
Milk	1.0	1.0	1.0	.9
(% whole milk)	28%	31%	25%	32% ^C
(% 2% milk)	36%	32%	40% ^D	31%
(% 1%/skim)	32%	28%	31%	28%
(% soy milk)	1%	3% ^A	1%	2%
(% other kind of milk)	4%	7% ^A	3%	7% ^C

ABCDE Significantly higher than other group

Note: Sample size for % low fat, % whole milk, etc. varies depending on the percentage who eat that food type

4. Sugar Sweetened Beverages Consumption

While on average, women reported drinking slightly more than one serving of a sugar sweetened beverage each day (1.2) - an increase over 2012 – the median per day decreased from .7 per day to .4 per day. Those who speak primarily English had a higher consumption of sugar sweetened beverages than those speaking primarily Spanish – .6 servings per day compared with .3.

# Servings	2015		2012	
	Average/day	Median/day	Average/day	Median/day
Sugar sweetened beverages	1.2▲	.4▼	.9	.7

Q53: In the last week, how many servings did you have of sugar sweetened beverages, like a cup of soda pop or a sports drink or fruit drink?

▲/▼ Statistically higher/lower than previous wave

Demographic Differences

Average/day:	Hispanic n=784 (A)	Non-Hispanic n=402 (B)	Spanish-Primary n=349 (C)	English-Primary n=609 (D)
Sugar sweetened beverages	.4	.5	.3	.6 ^D

ABCDE Significantly higher than other group

E. Shopping Preferences

1. Purchase Behavior by Food Type

The vast majority of the women interviewed purchase most of their fruits and vegetables, dairy, and meat / chicken / fish at traditional grocery stores (94%+). Flagstaff residents were more likely than those living in all other areas to purchase fruits and veggies at the farmer's market (22% vs. 1-2% for the other markets).

Where purchase:	2015			2012		
	Fruits & Veggies n=1196	Dairy n=1196	Meat, chicken, fish n=1196	Fruits & Veggies n=827	Dairy n=824	Meat, chicken, fish n=828
Grocery stores	94%▲	99%	98%	91%	98%	98%
Farmer's Market	5%	*	1%	7%	*	*
Dollar Store	1%	*	*	1%	1%	*
Convenience Stores	*	*	*	*	*	*
All other mentions	*	*	1%	1%	1%	2%

Q6-8: Where do you buy most of your. . .

▲/▼ Statistically higher/lower than previous wave

* <.5%.

Demographic Differences

Where purchase:	Phoenix n=301 (A)	Tucson n=304 (B)	N. AZ n=193 (C)	Yuma n=198 (D)	Other n=200 (E)	Hispanic n=784 (F)	Non-Hispanic n=402 (G)	English-Primary n=609 (H)	Spanish-Primary n=349 (I)
Fruits and vegetables									
Grocery store	98% ^C	98% ^C	77%	97% ^C	98% ^C	96% ^G	92%	93%	96% ^H
Farmers markets	1%	1%	22% ^{ABDE}	1%	2%	3%	7% ^F	6% ^I	3%
Dairy Products									
Grocery store	99%	99%	98%	99%	99%	100% ^G	98%	99%	99%
Meat, chicken, fish									
Grocery store	98%	97%	97%	99%	99%	98% ^G	97%	98%	98%

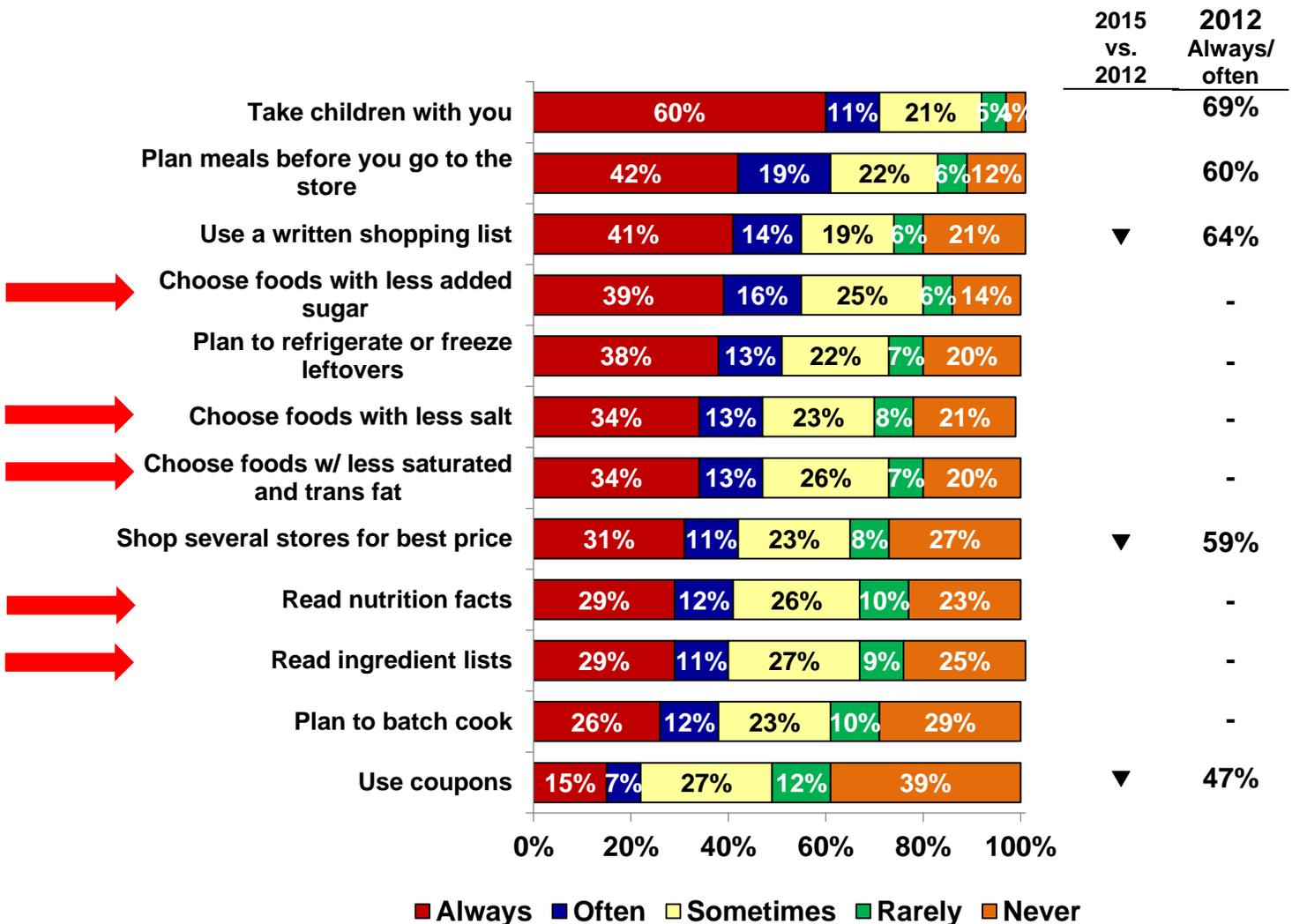
ABCDE Significantly higher than other group

2. Frequency of Shopping Behaviors

The most prevalent shopping behavior among the women interviewed was taking their children shopping with them (71% always or often).

Health-related shopping behaviors are identified below with the red arrows. Always/often choosing foods with less added sugar was the health-related behavior practiced by the greatest percentage of women (54%). Just over four in ten women always/often read labels for nutrition facts or ingredient lists.

Compared with 2012, fewer women used a shopping list (64% vs. 55%), shopped several stores for the best price (59% vs. 42%), or used coupons (47% vs. 22%)



n=1196

Don't knows not shown; all are .3% or less

Q9-20: When shopping for groceries, how often do you do each of the following activities?

▲/▼ Significantly higher/lower than previous wave

Demographic Differences

% 'Always/often' do when shopping for groceries:	Phoenix n=301 (A)	Tucson n=304 (B)	N. AZ n=193 (C)	Yuma n=198 (D)	Other n=200 (E)	Hispanic n=784 (F)	Non- Hispanic n=402 (G)	English- Primary n=609 (H)	Spanish- Primary n=349 (I)
Take your children with you	64%	69%	77% ^{AB}	76% ^A	71%	71%	70%	65%	74% ^H
Plan meals before you go to the store	60%	61%	55%	62%	66% ^C	58%	65% ^F	54%	58%
Use a written shopping list	50%	55%	48%	58% ^C	65% ^{ABC}	50%	62% ^F	44%	55% ^H
Choose foods with less added sugar	50%	54% ^D	66%	45% ^{ABD}	61% ^{AD}	53%	58%	56%	54%
Plan to refrigerate or freeze leftovers	46%	48%	58% ^{ABD}	47%	64% ^{ABD}	42%	68% ^F	33%	46% ^H
Choose foods with less salt	51% ^D	46%	51% ^D	41%	49%	48%	47%	47%	51%
Choose foods with less saturated and trans fat	50%	47%	51%	46%	44%	50% ^G	43%	43%	54% ^H
Shop at several stores for best price	42%	44%	42%	39%	46%	42%	45%	33%	47% ^H
Read nutrition facts	39%	41%	44%	40%	40%	39%	45%	34%	39%
Read ingredient lists	38%	41%	42%	39%	39%	38%	44% ^F	43% ^I	34%
Plan to batch cook	38%	38%	35%	42%	39%	39%	38%	39%	35%
Use coupons	21%	26% ^C	17%	19%	23%	19%	26% ^F	16%	22%

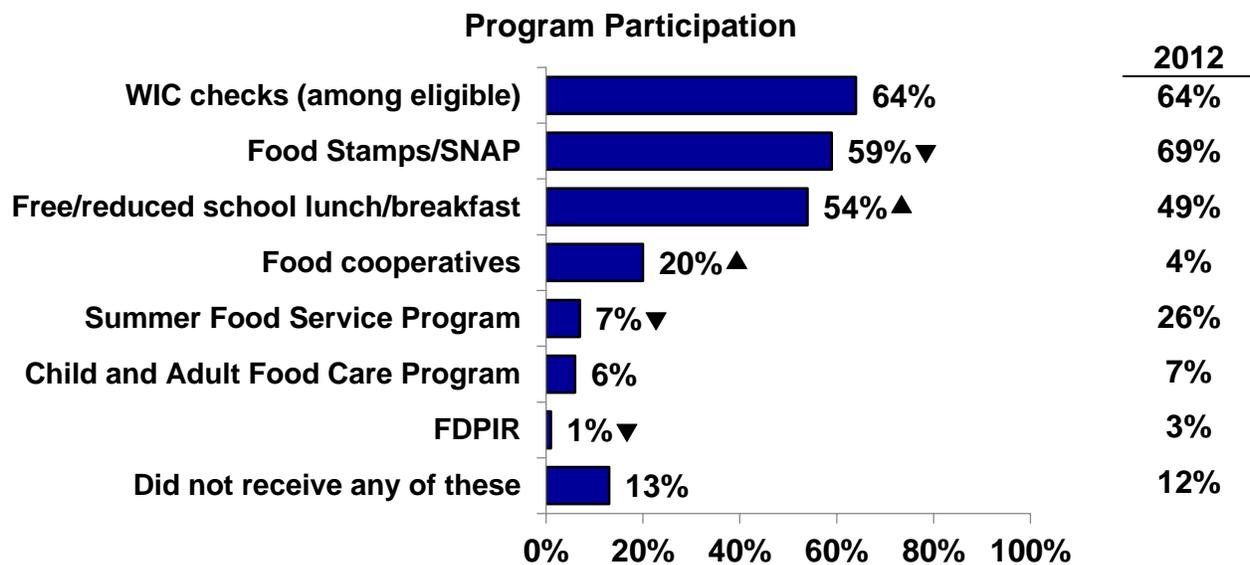
ABCDE Significantly higher than other group

F. Assistance Program Participation

1. Incidence of Participation

Among eligible women (those with children under 5), 64% have received WIC checks in the past 12 months, the same as in 2012. Six in ten (59%) study participants reported receiving SNAP in the past 12 months, declining from 69% the previous wave. More than half said that someone in their household received free / reduced school lunch / breakfast (54%), slightly higher than 49% in 2012.

One in five women used a food cooperative in the past 12 months (20%), increasing from just 4% last wave. Participation in the Summer Food Service Program declined dramatically, from 26% in 2012 to 7% this year.



Q45-52: In the past 12 months, did anyone in your family receive . . . ?

Base: 2015 n=1196, WIC n=785; 2012 n=830 WIC n=602

▲/▼ Significantly higher/lower than previous wave

Demographic Differences:

% Received:	Phoenix n=301 (A)	Tucson n=304 (B)	N. AZ n=193 (C)	Yuma n=198 (D)	Other n=200 (E)	Hispanic n=784 (F)	Non- Hispanic n=402 (G)	English- Primary n=609 (H)	Spanish- Primary n=349 (I)
Food Stamps/SNAP	60%	66% ^{CD}	57%	54%	59%	56%	66% ^F	66% ^I	47%
Free/reduced school lunch/breakfast	56% ^D	63% ^{CD}	51% ^D	40%	54% ^D	57% ^G	48%	50%	59% ^H
WIC checks (<i>eligible</i>) ¹	60%	55%	50%	83% ^{ABC}	74% ^{ABC}	67%	60%	61%	67%
Food cooperatives	11%	29% ^{ADE}	25% ^{ADE}	16%	17%	20%	20%	20%	20%
Summer Food Service	7%	4%	9%	7%	8%	7%	8%	7%	7%
Child and Adult Food Care Program	5%	4%	6%	9% ^B	8%	6%	6%	6%	7%
FDPIR	1%	1%	2%	1%	1%	1%	2%	1%	*
Did not participate in any of these programs	15% ^B	8%	19% ^{BD}	11%	14%	11%	15%	13%	14%

ABCDE Significantly higher than other group ¹ Sample size smaller than listed since only WIC eligible women included

* Less than .5%

2. Reasons for Not Participating

Women who said they did not receive SNAP or WIC assistance were asked why they did not participate in the program(s). Among SNAP eligible respondents, four in ten (40%) said they weren't eligible, and an additional 13% said they didn't know if they were eligible or not.

Among WIC eligible moms, one-third (35%) said they didn't know if they were eligible, increasing from 22% who gave that reason in 2012. One in ten (12%) said they weren't eligible, about half the number who gave that reason in 2012 (23%).

For both programs, fewer women said not knowing about the program was the reason they didn't participate. (From 13% in 2012 to 8% for SNAP, and 11% to 3% this year for WIC checks.

Reason	2015		2012	
	SNAP n=485	WIC n=282	SNAP n=261	WIC n=217
Not eligible	40%	35%▲	34%	22%
Don't know whether eligible	13%▼	12%▼	25%	23%
Don't know about the program	8%▼	3%▼	13%	11%
Enrolling difficult/unpleasant	7%▼	9%	13%	12%
Immigration status/no papers/not legal	-	-	10%	5%
Don't need it/others need it more	10%	6%	7%	7%
Embarrassed/stigma attached/don't want to be judged	*▼	-	5%	2%
Not worth it/small amount of money	1%	-	1%	2%
Currently applying/renewing	-	3%	2%	-
No transportation	-	1%	-	1%

Q45A/46A: Why would you say you did not participate in _____ ?

▲/▼ Significantly higher/lower than previous wave

Demographic Differences:

	Phoenix n=122 (A)	Tucson n=105 (B)	N. AZ n=84 (C)	Yuma n=91 (D)	Other n=83 (E)	Hispanic n=345 (F)	Non- Hispanic n=136 (G)	English- Primary n=200 (H)	Spanish- Primary n=185 (I)
SNAP - %:									
Not eligible	32%	37%	55% ^{ABD}	36%	46% ^A	37%	51% ^F	48% ^I	34%
Don't know whether eligible	18% ^{CE}	20% ^{CE}	2%	13% ^C	7%	17% ^G	4%	6%	22% ^H
WIC - %:									
Not eligible	39%	36%	32%	23%	39%	33%	38%	40%	29%
Don't know whether eligible	13% ^C	20% ^{CE}	4%	8%	6%	18% ^G	3%	8%	17%

ABCDE Significantly higher than other group

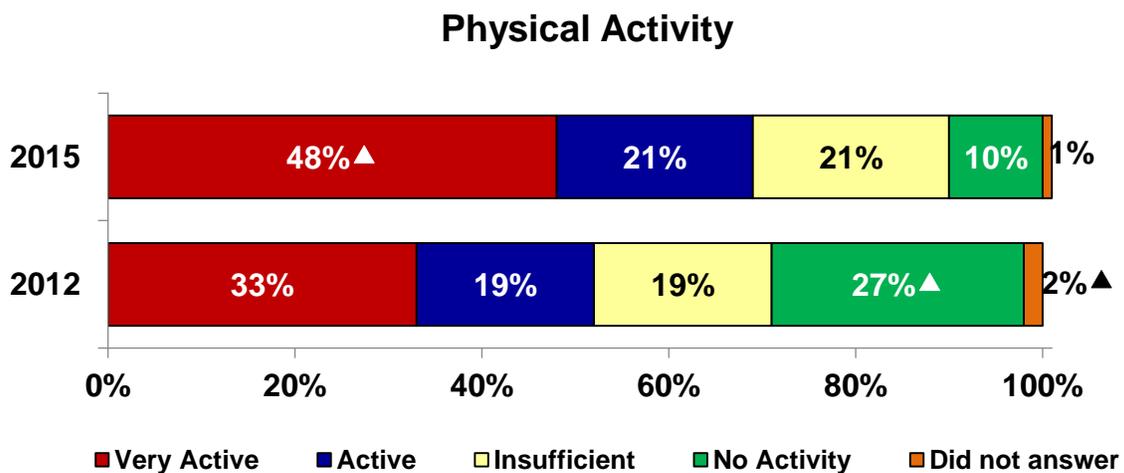
G. Physical Activity

1. Degree of Physical Activity

Two-thirds of the respondents (69%) reported that they did enough physical activity in the past week to be considered *very active* or *active*, meeting the aerobic physical activity recommendations. *Very active* is defined as at least 300 minutes of moderate activity (or at least 150 minutes of vigorous activity) and *active* is defined as at least 150 minutes of moderate activity (or at least 75 minutes of vigorous activity).

Compared to 2012, there was an increase in the *very active* group, now representing almost half of all women interviewed (48%, up from 33% in 2012).

One in ten reported no physical activity in the past week, declining from 27% in 2012.



Base: 2015 n=1196, 2012 n=830

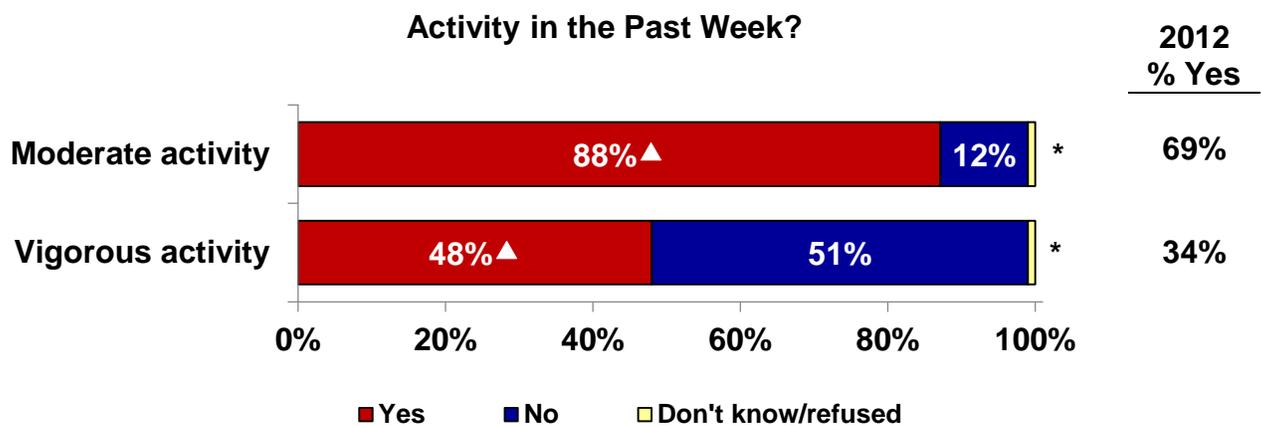
▲/▼ Significantly higher than other wave

Almost nine in ten women (88%) said they have participated in moderate activities for at least 10 minutes at a time in the past week. This is an increase from 69% in 2012.

Almost half (48%) reported participating in vigorous activities during that same period, increasing from 34% in 2012.

Among those who reported 10 minutes or more of moderate activity, the average number of minutes for the week was 305 minutes. This equates to an average of almost 44 minutes per day.

Among those reporting they participate in vigorous activities, the average length of time is almost 36 minutes per day, or 251 minutes per week.



n=826

Q22/23: Thinking about the past week, did you do any moderate/vigorous activities for at least 10 minutes at a time, such as walking, bicycling /running, aerobics ...

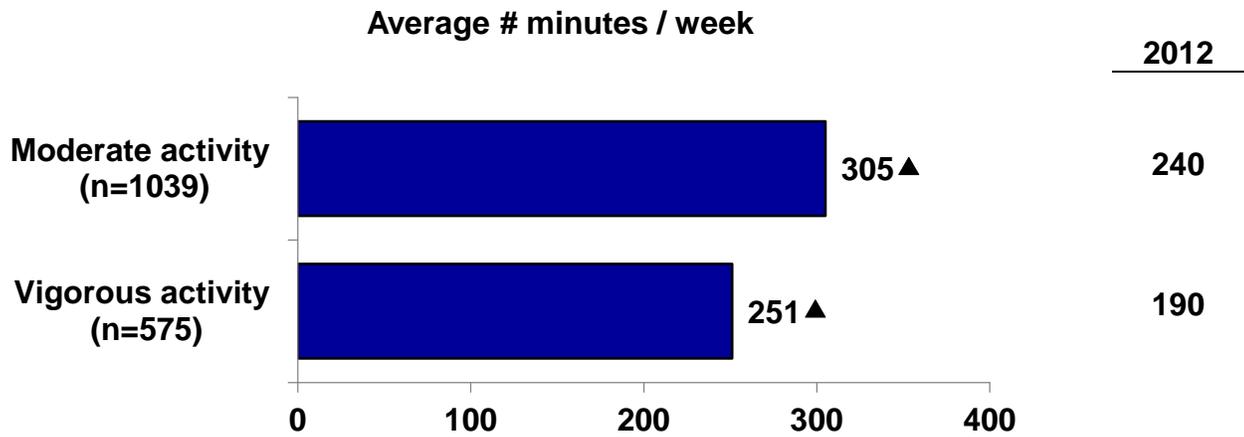
* <.5%

▲/▼ Significantly higher/lower than previous wave

Demographic Differences:

% Did ___ activity in past week:	Phoenix n=301 (A)	Tucson n=304 (B)	N. AZ n=193 (C)	Yuma n=198 (D)	Other n=200 (E)	Hispanic n=784 (F)	Non-Hispanic n=402 (G)	English-Primary n=609 (H)	Spanish-Primary n=349 (I)
Moderate	90%	88%	87%	85%	90%	86%	92% ^F	91% ^I	84%
Vigorous	53% ^{CD}	48%	43%	44%	52%	48%	49%	50%	48%

ABCDE Significantly higher than other group



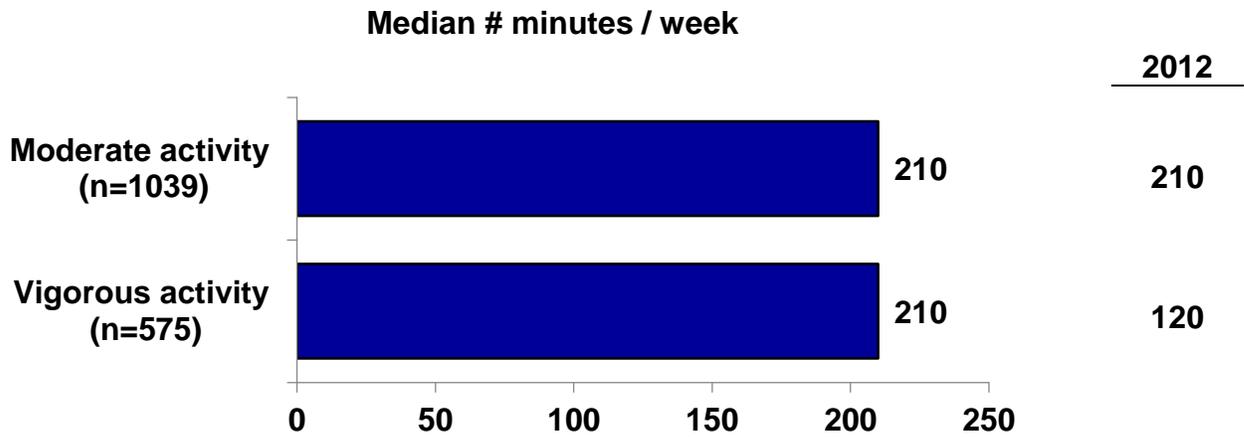
Base: Had _____ activity in past week for at least 10 minutes at a time
 Q22B/23B: How many minutes did you spend last week doing moderate/vigorous activities?

▲/▼ Significantly higher/lower than previous wave

Demographic Differences

Average # minutes/week	Phoenix n=265/ 159 (A)	Tucson n=265/ 145 (B)	N. AZ n=167/ 83 (C)	Yuma n=165/ 85 (D)	Other n=177/ 103 (E)	Hispanic n=666/ 375 (F)	Non-Hispanic n=365/ 196 (G)	English-Primary n=548/ 304 (H)	Spanish-Primary n=289/ 165 (I)
Moderate activity	355 ^{DE}	326 ^{DE}	345 ^{DE}	218	240	292	329	335 ^I	259
Vigorous activity	257	246	281	212	260	250	256	249	248

ABCDE Significantly higher than other group



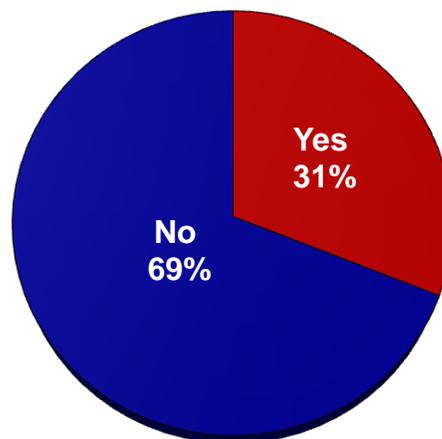
Base: Had _____ activity in past week for at least 10 minutes at a time
 Q22B/23B: How many minutes did you spend last week doing moderate/vigorous activities?

2. Muscle Strengthening Activities

Three in ten (31%) of the women said they participated in muscle-strengthening activities or exercises in the past week.

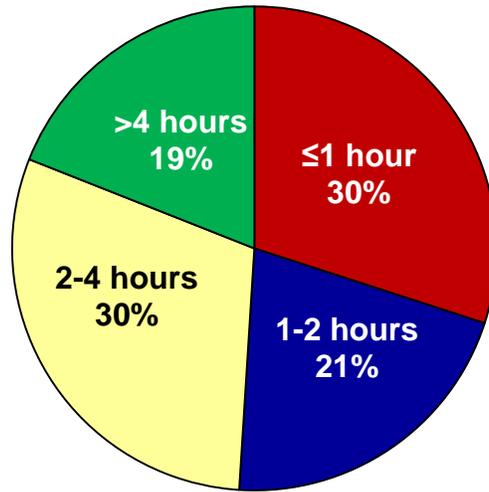
Among participants, half (51%) of them said they spend two hours or less per week on muscle strengthening activities, while the other half (49%) spend more than two hours per week.

Muscle Strengthening Activities?



n=1196
 Q24: Did you do any physical activities or exercises to strengthen your muscles?

Muscle strengthening Hours/week



n=362

Q24 How many minutes did you spend last week doing muscle strengthening activities?

Demographic Differences:

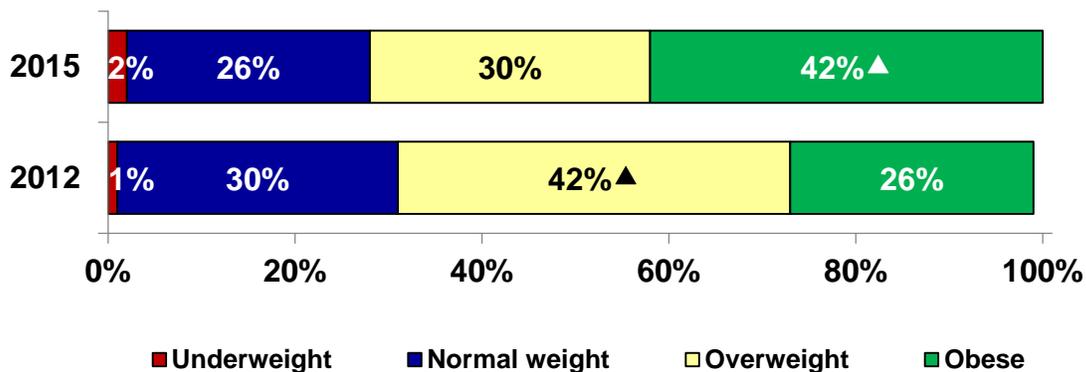
Median # minutes/week	Phoenix n=104 (A)	Tucson n=66 (B)	N. AZ n=66 (C)	Yuma n=56 (D)	Other n=70 (E)	Hispanic n=219 (F)	Non-Hispanic n=140 (G)	English-Primary n=212 (H)	Spanish-Primary n=85 (I)
Muscle strengthening activity	140	105	138	70	140	120	120	128	140

H. Weight Status

Among study participants who provided height and weight information, one in four (26%) is considered *normal weight*, 30% are considered *overweight*, and 42% are considered *obese*, according to the BMI calculation tables. Compared to 2012, there are fewer overweight women, and more obese women.

In general, the weight status of women was similar across the different demographic groups.

Fewer than one in twenty (3%) respondents did not give enough information to calculate their BMI.



Base: Answered both height and weight questions: 2015 n=1164, 2012 n=640

Q41/42 How tall are you? How much do you weigh?

▲/▼ Significantly higher than other wave

Demographic Differences:

%:	Phoenix n=293 (A)	Tucson n=299 (B)	N. AZ n=187 (C)	Yuma n=192 (D)	Other n=193 (E)	Hispanic n=767 (F)	Non- Hispanic n=391 (G)	English- Primary n=597 (H)	Spanish- Primary n=335 (I)
Normal weight	25%	23%	27%	26%	34% ^{AB}	25%	30% ^F	28%	26%
Overweight	29%	34%	31%	27%	28%	31%	28%	28%	33%
Obese	45% ^E	42%	41%	43%	36%	43%	38%	41%	39%

ABCDE Significantly higher than other group

I. Observations

There were several positive indicators when comparing the 2015 results to 2012:

- The number of meals eaten at home increased significantly from an average of 8.3 in 2012 to 13.6 in 2015. Similarly, there was an increase in the number of times families eat together each week – 7.7 in 2012 to 9.5 in 2015.
- Consumption of fruits and vegetables increased. In 2015, women reported eating a median of 2.0 servings of fruit/fruit juice each day compared to 1.3 in 2012. In addition, they reported eating a median of 3.3 servings of vegetables each day compared with 1.9 in 2012.
- The percentage of whole grains has also increased for each of the categories tested (bread, cereal, rice and tortillas).
- In 2015, three in ten women (31%) reported drinking 1%/skim milk, up from 25% who reported this in 2012.
- More women reported doing some form of physical activity, with almost nine in ten (88%) reporting they participated in moderate activities for at least 10 minutes at a time in 2015, up from 69% in 2012. There was a similar increase in those participating in vigorous activities during the same period – 48%, up from 34% in 2012.

Other observations:

- Consumption of bread and tortillas is reported to be up: average servings per day of bread is up from .7 in 2012 to 1.2 in 2015. Similarly, average servings of tortillas is up from .7 to 1.3 per day.
- Women reported eating a greater percentage of low fat cheese (23% in 2012 and 33% in 2015); average consumption of cheese is also up - .6 in 2012 to 1.3 servings per day in 2015.
- Women reported drinking more sugar sweetened beverages in 2015 than in 2012 – 1.2 and .9 servings per day, respectively. However, the median number decreased from .7 to .4.
- According to BMI calculation tables, a greater portion of women (who provided height and weight information) are considered obese – 26% in 2012 and 42% in 2015.

Separately, and with regard to reasons for not participating in assistance programs, confusion about eligibility continues to be a major factor in non-participation in SNAP and WIC.

Appendix

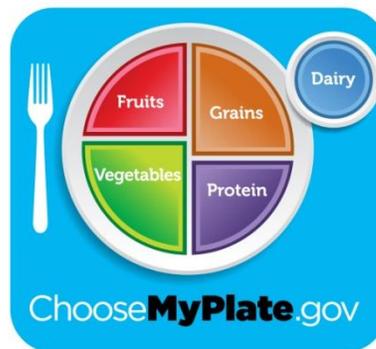
- A. Program logos
- B. Questionnaire

A. Program logos

Champions for Change



Choose My Plate



Fruits & Veggies More Matters



B. Questionnaire

Hello. My name is _____ with WestGroup Research. We are conducting a survey with Arizona residents about their household's grocery shopping and eating habits. We are not selling anything and all of your responses will be kept strictly confidential. Are you the female head of household? Data-driven insights and intelligence are fuel for creativity,

To thank you for your participation, those who qualify and complete the survey will receive a \$10 gift card.

Do you live in Arizona? - if no - TERMINATE

S1. How many people currently live in your household? Please tell me:

_____ The number of adults 18 years or older who live in your household
_____ The number of children under 18 years who live in your household
_____ Total in household

S2. How many people live in your household who are . . . **MUST HAVE AT LEAST ONE CHILD UNDER 12 TO CONTINUE**

Ages 0-2 _____ 5 to 11 years _____
3 - 4 years _____ 12-17 years _____

S3. Which of the following categories best describes your age?

_____ 18 to 25
_____ 26 to 35
_____ 36 to 45
_____ 46 to 49
_____ over 49 (THANK & TERMINATE)

S4. What is your total household income before taxes? You can give that to me as a weekly income, every two-week income, monthly or yearly income. **MUST BE BELOW THESE TO CONTINUE**

Family Members in Household	Weekly Household Income	Monthly Household Income	Yearly Household Income
2	\$560	\$2,426	\$29,101
3	\$705	\$3,051	\$36,612
4	\$849	\$3,677	\$44,123
5	\$993	\$4,303	\$51,635
6	\$1,138	\$4,929	\$59,145

Family Meals

In **the past few weeks**, how many times did your family . . . [record actual number under either times per day or times per week]

	Times per day	Times per week	Times per month	Not at all	Don't know /Refused
1. Eat together as a family					
2. Eat a meal at home					
3. Eat fast food					
4. Eat take-out food (other than fast food)					
5. Eat at a restaurant					

Shopping Preferences

Where do you buy **most** of your . . . Would you say you buy most of them . . .at a . (READ LIST). .

6. Fruits & vegetables
7. Dairy products
8. Meat, chicken, and fish

	6. Fruits & Veggies	7. Dairy	8. Meat, chicken, fish
Grocery store (like Fry's, Food City, or Ranch Market) or discount store (like Target, Walmart, or Costco)			
Dollar store			
Convenience store (like Circle K or 7-11)			
Drug store			
Farmer's Market			
Other (specify) _____			
Don't know			
Refused			

When shopping for groceries, how often do you do each of the following activities? Would you say you do this *always, often, sometimes, rarely, or never*? **RANDOMIZE**

	Always	Often	Some-times	Rarely	Never	DK/ Ref.
9. Plan meals before you go to the store						
10. Use a written shopping list						

11. Use coupons						
12. Shop at several stores to get the best price						
13. Take your children with you						
14. Plan to batch cook (cook once, eat many times)						
15. Plan to refrigerate or freeze leftovers						
16. Read nutrition facts						
17. Read ingredient lists						
18. Choose foods with less added sugar						
19. Choose foods with less salt						
20. Choose foods with less saturated and trans fat						

21. Have you seen each of the following pictures before? (Yes/No/DK; ROTATE)

- Fruits & Veggies More Matters
- Choose My Plate
- Champions for Change

For English Questionnaire



Physical Activity

We are interested in two types of aerobic physical activities – vigorous and moderate. Vigorous activities cause large increases in breathing or heart rate, while moderate activities cause small increases in breathing or heart rate.

22. Now, thinking about the past week, did you do any moderate activities for at least 10 minutes at a time, such as brisk walking, bicycling, vacuuming, gardening, dancing, or anything else that caused some increase in breathing or heart rate?
___ No – if no, skip to vigorous questions.
___ Yes

if yes, How many minutes did you spend last week doing moderate activities?
_____ per day or _____ per week

23. Now, thinking about the past week, did you do any vigorous activities for at least 10 minutes at a time, such as running, aerobics, heavy yard work, or anything else that caused a large increase in breathing or heart rate?
___ No – if no, skip to Muscle strengthening questions
___ If yes, How many minutes did you spend last week doing vigorous activities? _____ per day or _____ per week

We are also interested in muscle strengthening activities.

24. Now thinking about the past week, did you do any physical activities or exercises to strength your muscles? Do NOT count aerobic activities like walking, running, or bicycling. Count activities using your own body weight like yoga, sit-ups or push-ups and those using weight machines, free weights, or elastic bands.
_____ No—if no skip to, fruits and vegetables
_____ if yes, how many times in the past week did you do any muscle strengthening activities? _____ per week

Nutrition/diet

Next I'm going to ask you about certain foods that you may or may not have eaten in the past week. For each one, please tell me how many servings you have had in the past week. (3=Not at all; 4=Don't know/refused)

25. 100% pure fruit juices – a serving is ½ cup or 4 ounces: ___ / day or ___ / week
26. Fruit (fresh, frozen, or canned) – a serving is ½ cup, which is about half the size of your fist: ___ / day or ___ / week
27. Cooked or canned beans – serving is ½ cup: ___ / day or ___ / week
28. Dark green leafy vegetables - serving is 1 cup: ___ / day or ___ / week

29. Other dark green vegetables - serving is ½ cup: ___ / day or ___ / week
 30. Orange or red-colored vegetables - serving is ½ cup: ___ / day or ___ / week
 31. Other vegetables serving is ½ cup: ___ / day or ___ / week

Now I'd like to ask you about the grains that you ate in the past week, like bread, cereal, tortillas, rice, and pasta. How many servings did you eat of . . .

32. Bread – a serving is 1 slice: ___ / day or ___ / week
 If > 0, . . . Approximately what percent of that was whole grain? _____%
33. Cereal – a serving is ½ cup: ___ / day or ___ / week
 If > 0, . . . Approximately what percent of that was whole grain, such as Cheerios, Rice Krispies or Rice Chex, Corn Flakes or Corn Chex, Wheat Chex, Mini Wheats, All Bran, Kix, Honey Bunches of Oats, Grape Nuts, Life, Quaker Oats, Cream of Wheat: _____%
34. Rice – a serving is ½ cup: ___ / day or ___ / week
 If > 0, . . . Approximately what percent of that was brown rice? _____%
35. Tortillas – a serving is one six-inch tortilla or half of a large, 12-inch tortilla
 ___ / day or ___ / week
 If > 0, . . . Approximately what percent of that was whole grain or corn? _____%
36. Pasta – a serving is ½ cup of cooked pasta: ___ / day or ___ / week
 If > 0, . . . Approximately what percent of that was whole grain? _____%

Now I'd like to ask you about dairy, such as cheese, yogurt, and milk. Thinking about the amount of dairy that you ate or drank in the past week, how many servings did you eat of . . .

37. Cheese – a serving is 1.5 ounces, or the size of your thumb: ___ / day or ___ / week
 If > 0, . . . Approximately what percent of that was low fat? _____%
38. Yogurt – a serving is one cup: ___ / day or ___ / week
 If > 0, . . . Approximately what percent of it was low fat? _____%
39. Milk – a serving is one cup: ___ / day or ___ / week
 If > 0, How much of it was whole milk? _____%
 How much of it was 2% milk? _____%
 How much of it was skim, no fat, or 1% fat? _____%
 How much of it was soy milk? _____%
 How much of it was some other kind of milk? _____%
 Should total 100%

40. In the last week, how many servings did you have of sugar sweetened beverages, like a cup of soda pop or a sports drink or fruit drink? ___ / day or ___ / week

41. How tall are you? _____ feet _____ inches

42. How much do you weigh? _____

Next, I'm going to read you two statements that people have made about their food situation. For these statements, please tell me whether the statement was often true, sometimes true, or never true for you/your household.

RANDOMIZE

43. Within the past 12 months we worried whether our food would run out before we got money to buy more. Was that - often, sometimes, or never true for you in the last 12 months?

44. Within the past 12 months the food we bought just didn't last and we didn't have money to get more. Was that - often, sometimes, or never true for you in the last 12 months?

In the past 12 months, did anyone in your family receive . . .

	Received	Did Not Receive	DK/ Refused
45. Food Stamps / Food Stamp Benefit Card / SNAP			
<p align="center">45a) If did not receive SNAP, ask</p> <p>Why would you say you did not participate in SNAP/Food stamps? (pre-code - DO NOT READ – check all that are mentioned)</p> <ol style="list-style-type: none"> 1. Don't know about the programs 2. Not eligible 3. Don't know if I'm eligible or not 4. Enrolling is too difficult / too much of a hassle / unpleasant 5. Embarrassed / stigma attached / don't want to be "judged" 6. Can't purchase what I want / eat what I want 7. Don't need it / others need it more than I do 8. Not worth it / only receive small amount of money 9. Other (record) 			
46. WIC checks (Ask only if under 5 in screening)			
<p align="center">46a) If did not receive WIC, ask</p> <p>Why would you say you did not participate in WIC? (pre-code - DO NOT READ – check all that are mentioned)</p> <ol style="list-style-type: none"> 1. Don't know about the programs 2. Not eligible 3. Don't know if I'm eligible or not 4. Enrolling is too difficult / too much of a hassle / unpleasant 5. Embarrassed / stigma attached / don't want to be "judged" 6. Can't purchase what I want / eat what I want 7. Don't need it / others need it more than I do 8. Not worth it / only receive small amount of money 9. Other (record) 			

46a) If did not receive WIC, ask

Why would you say you did not participate in WIC? (pre-code - DO NOT READ – check all that are mentioned)

- 10. Don't know about the programs
- 11. Not eligible
- 12. Don't know if I'm eligible or not
- 13. Enrolling is too difficult / too much of a hassle / unpleasant
- 14. Embarrassed / stigma attached / don't want to be "judged"
- 15. Can't purchase what I want / eat what I want
- 16. Don't need it / others need it more than I do
- 17. Not worth it / only receive small amount of money
- 18. Other (record)

47. Summer Food Service Program			
48. Free or reduced school lunch/ breakfast			
49. Child and Adult Food Care Program (children and adults in day care settings, including Head Start)			
50. Food cooperatives: Bargain Baskets, Food Value Club, Harvest Club Box, Healthy Native Box, Help Yourself Box, Value Food Stores			
51. FDPIR (Food Distribution Program on Indian Res)			
52. Did not receive any of these			

D1a. Do you consider yourself to be:

- 1. Hispanic
- 2. Non-Hispanic
- 3. Refused

D1b. And, what is your race? (check all that apply):

- 1. American Indian/Alaskan Native/Native American
- 2. Asian
- 3. Black or African American
- 4. Native Hawaiian or Other Pacific Islander
- 5. White
- 6. DK/Refused

D2. What is the highest level of education you completed?

- 1. Less than 8th grade
- 2. 8th grade
- 3. Some high school
- 4. GED completed
- 5. High school graduate
- 6. Some college
- 7. College graduate
- 8. Masters Degree

D3. What is the primary language spoken in your household?

- 1 English
- 2 Spanish
- 3 Both
- 4 Other

Thank you for completing the survey. My supervisor validates a certain percentage of all of our interviews, so may I please have the exact spelling of your name and your phone number?

NAME _____ PHONE NUMBER _____

Interviewer #

Thank you!!